AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

- 1. (Currently Amended) A display apparatus comprising:
 - a display unit having a matrix of multiple pixels;

a divider to divide a field each of a plurality of fields of a digital input video signal to be supplied to the display unit into a specific N number of subfields each subfield having a period shorter than a period of each field. N being a positive integer of two or larger;

a memory storing a look-up table to be used by the divider for dividing the field into the subfields, the look-up table listing data for selectively <u>turning turn</u> on and off the subfields in accordance with gradation levels of the digital video signal, an image being to be displayed on the display unit when the subfields are selectively <u>turn turned</u> on; and

a driver to drive the pixels of the display unit per specific N number of subfields so that an image based on the digital input video signal is displayed on the display unit,

wherein the specific number of subfields are aligned in the look-up table in order of displaying the image, display periods of the subfields become longer or shorter in order of displaying the image, a difference in display period between subfields becomes smaller per one subfield or per several number of the subfields as the display periods become longer

wherein the data are arranged in the look-up table such that
the N number of subfields are aligned from a first subfield to an N-th
subfield in an image-displaying order.

display periods of the subfields become longer from the first subfield towards the N-th subfield or from the N-th subfield towards the first subfield.

a difference in display period between subfields adjacent to each other becomes smaller per at least one subfield as the display periods become longer.

for specific gradation levels at which false contour effects have to be restricted, a specific subfield to be turned on is shifted by one subfield in the image-displaying order, or the specific subfield is kept on when the specific

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subfields is constant over the subfields

subfield is once turned on and one of subfields having shorter display periods than 30 31 the specific subfield is turned on, per gradation-level change, 32 for gradation levels except the specific gradation levels, a subfield to be turned on is shifted by at least one subfield in the image-displaying order, per 33 34 gradation-level change, and 35 wherein when a subfield having the longest display period among the N number of subfields is turned from off to on at a certain gradation level, the 36 37 subfield thus turned on is kept on at gradation levels higher than the certain 38 gradation levels. 2. (Canceled) 1 1 3. (Currently Amended) A display apparatus comprising: a display unit having a matrix of multiple pixels; 2 a divider to divide a field each of a plurality of fields of a digital input video 3 signal fto be supplied to the display unit into a specific N number of subfields each 4 5 subfield having a period shorter than a period of each field, N being a positive 6 integer of two or larger; 7 a memory storing a look-up table to be used by the divider for dividing the field into the subfields, the look-up table listing data for selectively turning turn on 8 and off the subfields in accordance with gradation levels of the digital video signal, 9 10 an image being to be displayed on the display unit when the subfields are 11 selectively turn turned on; and a driver to drive the pixels of the display unit per specific N number of 12 13 subfields so that an image based on the digital input video signal is displayed on 14 the display unit, wherein the specific number of subfields are aligned in the look-up table in 15 16 order of displaying the image, display periods of the subfields become longer or shorter in order of displaying the image, a difference in display period between 17

wherein the data are arranged in the look-up table such that

20	the N number of subfields are aligned from a first subfield to an N-th					
21	subfield in an image-displaying order,					
22	display periods of the subfields become longer from the first subfield					
23	towards the N-th subfield or from the N-th subfield towards the first subfield,					
24	a difference in display period between subfields adjacent to each other is					
25	constant over the N number of subfields,					
26	through the gradation levels, a specific subfield to be turned on is shifted					
27	by one subfield in the image-displaying order, or the specific subfield is kept on					
28	when the specific subfield is once turned on and one of the subfields having					
29	shorter display periods than the specific subfield is turned on, per gradation-level					
30	change, and					
31	wherein when a subfield having the longest display period among the N					
32	number of subfields is turned from off to on at a certain gradation level, the					
33	subfield thus turned on is kept on at gradation levels higher than the certain					
34	gradation levels.					
1	4.(Canceled)					
1	5.(Currently Amended) A display apparatus comprising:					
2	a display unit having a matrix of multiple pixels;					
3	a divider to divide a field each of a plurality of fields of a digital input video					
4	signal to be supplied to the display unit into a specific number of subfields each					
5	subfield having a period shorter than a period of each field;					
6	a memory storing a look-up table to be used by the divider for dividing the					
7	field into the subfields, the look-up table listing data for selectively turning turn on					
8	and off the subfields in accordance with gradation levels of the digital video signa					
9	an image being to be displayed on the display unit when the subfields are					
10	selectively [turn] <u>turned</u> on; and					
11	a driver to drive the pixels of the display unit per specific number of					
12	subfields so that an image based on the digital input video signal is displayed on					
13	the display unit,					

wherein the specific number of subfields is divided into a first subfield group and a second subfield group aligned in the look-up table in order of displaying the image, first subfields in the first subfield group have display periods that become longer or shorter in order of displaying the image whereas second subfields in the second subfield group have a display period constant over the second subfields

wherein the data are arranged in the look-up table such that
the specific number of subfields are divided into a first subfield group and
a second subfield group aligned in an image-displaying order,

first subfields of the first subfield group are aligned from a first subfield to an N-th subfield in the image-displaying order. N being a positive integer of two or larger but smaller than the specific number, display periods of the first subfields becoming longer from the first subfield towards the N-th subfield whereas second subfields of the second subfield group that follows the first subfield group in the image-displaying order have a display period longer than the first subfields of the first subfields qroup and constant over the second subfields.

or the display periods of the first subfields of the first subfield group become longer from the N-th subfield towards the first subfield whereas the second subfields of the second subfield group that precedes the first subfield group in the image-displaying order have a display period longer than the first subfields of the first subfield group and constant over the second subfields.

through the gradation levels, a specific one subfield to be turned on or specific two subfields to be turned on are shifted by one subfield in the image-displaying order or the specific one subfield or the specific two subfields are kept on when once turned on and one of the subfields having shorter display periods than the specific subfield or the specific two subfields is turned on, per gradation-level change, and

wherein when a subfield having the longest display period among all of the subfields in the first and second subfield groups is turned from off to on at a certain gradation level, the subfield thus turned on is kept on at gradation levels higher than the certain gradation level.

1 6. (Canceled)

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a display unit having a matrix of multiple pixels;

a divider to divide a field each of a plurality of fields of a digital input video signal to be supplied to the display unit into a specific number of subfields each subfield having a period shorter than a period of each field;

a memory storing a look-up table to be used by the divider for dividing the field into the subfields, the look-up table listing data for selectively turn on and off the subfields in accordance with gradation levels of the digital video signal, an image being to be displayed on the display unit when the subfields are selectively turn turned on; and

a driver to drive the pixels of the display unit per specific number of subfields so that an image based on the digital input video signal is displayed on the display unit,

wherein the specific number of subfields is divided into a first subfield group, a second subfield group and a third subfield group aligned in the look-up table in order of displaying the image, first subfields in the first subfield group have display periods that become shorter in order of displaying the image, second subfields in the second subfield group have display periods shorter than the display periods of the first subfields, and third subfields in the third subfield group have display periods that become longer in order of displaying the image

wherein the data are arranged in the look-up table such that
the specific number of subfields are divided into a first subfield group, a
second subfield group and a third subfield group aligned in an image-displaying
order, the first subfield group preceding the second subfield group that precedes
the third subfield group in the image-displaying order,

first subfields of the first subfield group are aligned from a first subfield to an N-th subfield in the image-displaying order. N being a positive integer of two or larger but smaller than the specific number, display periods of the first subfields becoming shorter from the first subfield towards the N-th subfield, third subfields of the third subfield group are aligned from a first subfield to an M-th subfield in the

image-displaying order, M being a positive integer of two or larger but smaller than the specific number, display periods of the third subfields becoming longer from the first subfield towards the M-th subfield, and all of display periods of second subfields of the second subfield group are shorter than a display period of the N-th subfield of the first subfield group and also a display period of the first subfield of the third subfield group,

through the gradation levels, a specific one subfield to be turned on in the first subfield group is shifted by one subfield in the image-displaying order, or the specific subfield of the first subfield group is kept on when once turned on and one of the subfields in the second subfield group having a shorter display period than the specific subfield of the first subfield group is turned on, per gradation-level change.

through the gradation levels, a specific one subfield to be turned on in the third subfield group is shifted by one subfield in the image-displaying order, or the specific subfield of the third subfield group is kept on when once turned on and one of the subfields in the second subfield group having a shorter display period than the specific subfield of the third subfield group is turned on, per gradation-level change, and

wherein when a subfield having the longest display period in the first subfield group is turned from off to on at a certain gradation level, the subfield thus turned on in the first subfield is kept on at gradation levels higher than the certain gradation level or when a subfield having the longest display period in the third subfield group is turned from off to on at a certain gradation level, the subfield thus turned on in the third subfield group is kept on at gradation levels higher than the certain gradation level.

- 1 8. (Canceled)
- 1 9. (Canceled)
- 1 10. (Currently Amended) A display apparatus comprising:
- 2 a display unit having a matrix of multiple pixels;

a divider to divide a field each of a plurality of fields of a digital input video

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signal to be supplied to the display unit into a specific number of subfields each subfield having a period shorter than a period of each field; a memory storing a look-up table to be used by the divider for dividing the

field into the subfields, the look-up table listing data for selectively turning turn on and off the subfields in accordance with gradation levels of the digital video signal, an image being to be displayed on the display unit when the subfields are selectively fturn turned on; and

a driver to drive the pixels of the display unit per specific number of subfields so that an image based on the digital input video signal is displayed on the display unit.

wherein the specific number of subfields is divided into a first subfield group, a second subfield group and a third subfield group aligned in the look-up table in order of displaying the image, first subfields in the first subfield group have a display period constant over the first subfields, second subfields in the second subfield group have display periods shorter than the display period of the first subfields, and third subfields in the third subfield group have a display period constant over the third subfields

wherein the data are arranged in the look-up table such that the specific number of subfields are divided into a first subfield group, a second subfield group and a third subfield group aligned in an image-displaying order, the first subfield group preceding the second subfield group that precedes the third subfield group in the image-displaying order,

first subfields of the first subfield group have a display period constant over the first subfields, third subfields of the third subfield group have a display period constant over the third subfields, and second subfields of the second subfield group have display periods shorter than the display periods of the first and third subfields in the first and third subfield groups, respectively,

through the gradation levels, a specific one subfield to be turned on in the first subfield group is shifted by one subfield in the image-displaying order per gradation-level change and at least one of the second subfields in the second

subfield group is turned on when the specific one subfield of the first subfield group is shifted,

through the gradation levels, a specific one subfield to be turned on in the third subfield group is shifted by one subfield in the image-displaying order per gradation-level change and at least one of the second subfields in the second subfield group is turned on when the specific one subfield of the third subfield group is shifted, and

wherein when a subfield located first in the first subfield group in the image-displaying order is turned from off to on at a certain gradation level, the subfield thus turned on in the first subfield group is kept on at gradation levels higher than the certain gradation level or when a subfield located last in the third subfield group in the image-displaying order is turned from off to on at a certain gradation level, the subfield thus turned on in the third subfield group is kept on at gradation levels higher than the certain gradation level.

- 1 11. (Canceled)
- 1 12. (Canceled)
 - 13. (Currently Amended) A display apparatus comprising:
 - a display unit having a matrix of multiple pixels;
 - a divider to divide a field each of a plurality of fields of a digital input video signal to be supplied to the display unit into a specific number of subfields each subfield having a period shorter than a period of each field;

a memory storing a look-up table to be used by the divider for dividing the field into the subfields, the look-up table listing data for selectively <u>turning</u> turn on and off the subfields in accordance with gradation levels of the digital video signal, an image being to be displayed on the display unit when the subfields are selectively turn turned on; and

a driver to drive the pixels of the display unit per specific number of subfields so that an image based on the digital input video signal is displayed on the display unit,

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wherein the specific number of subfields are aligned into a subfield sequence in order of displaying the image in the look-up table, the specific number of subfields are divided into a first subfield group, a second subfield group and a third subfield group, subfields of the first subfield group have first different display periods, subfields of the second subfield group have second display periods all longer than the first display periods, the second display periods becoming shorter in order of displaying the image, the third subfield group have third display periods becoming longer in order of displaying the image, the subfields of the first subfield group being dispersed into the second and third subfield groups, the subfields of the second subfield group and the subfields of the first subfield group dispersed into the second subfield group consisting of a former half of the subfield sequence in order of displaying the image, the subfields of the third subfield group and the subfields of the first subfield group dispersed into the third subfield group consisting of a latter half of the subfield sequence in order of displaying the image, a total of the display periods in the former half of the subfield sequence and a total of the display periods in the latter half of the subfield sequence being almost equal to each other

wherein the data are arranged in the look-up table such that the specific number of subfields are divided into a first subfield group, a second subfield group and a third subfield group, the second and third subfield groups being aligned in an image-displaying order, the second subfield group preceding the third subfield group in the image-displaying order

second subfields of the second subfield group are aligned from a first subfield to an N-th subfield in the image-displaying order. N being a positive integer of two or larger but smaller than the specific number, display periods of the second subfields of the second subfield group becoming shorter from the first subfield towards the N-th subfield.

first subfields of the first subfield group are dispersed into the second and third subfield groups and display periods of all of the first subfields are shorter than a display period of the N-th subfield of the second subfield group.

third subfields of the third subfield group are aligned from a first subfield to an M-th subfield in the image-displaying order, M being a positive integer of two or

larger but smaller than the specific number, display periods of the third subfields becoming longer from the first subfield to the M-th subfield,

the first subfield of the second subfield group having the longest display period in the second subfield group is located at the top of all of the subfields in the first, second and third subfield groups whereas the M-th subfield of the third subfield group having the longest display period in the third subfield group is located at the last of all of the subfields in the first, second, and third subfield groups,

when all of the subfields in the first, second, and third subfield groups are divided into a former group including the second subfield group and a latter group including the third subfield group in the image-displaying order, a total of the display periods in the former group and a total of the display periods in the latter group are almost equal to each other,

through the gradation levels, a specific one subfield to be turned on in the second subfield group is shifted by one subfield in the image-displaying order, or the specific subfield of the second subfield is kept on when once turned on and one of the subfields in the first subfield group having a shorter display period than the specific subfield of the second subfield is turned on, per gradation-level change.

through the gradation levels, a specific one subfield to be turned on in the third subfield group is shifted by one subfield in the image-displaying order, or the specific subfield in the third subfield group is kept on when once turned on and one of the subfields in the first subfield group having a shorter display period than the specific subfield of the third subfield group is turned on, per gradation-level change, and

wherein when a subfield having the longest display period in the second subfield group is turned from off to on at a certain gradation level, the subfield thus turned on is kept on at gradation levels higher than the certain gradation level or when a subfield having the longest display period in the third subfield group is turned from off to on at a certain gradation level, the subfield thus turned on is kept on at gradation levels higher than the certain gradation level.

- 1 14. (Canceled)
- 1 15. (Canceled)

- 16. (Currently Amended) A display apparatus comprising:
 - a display unit having a matrix of multiple pixels;
- a divider to divide a field each of a plurality of fields of a digital input video signal to be supplied to the display unit into a specific number of subfields each subfield having a period shorter than a period of each field;

a memory storing a look-up table to be used by the divider for dividing the field into the subfields, the look-up table listing data for selectively <u>turning turn</u> on and off the subfields in accordance with gradation levels of the digital video signal, an image being to be displayed on the display unit when the subfields are selectively <u>turn turned</u> on; and

a driver to drive the pixels of the display unit per specific number of subfields so that an image based on the digital input video signal is displayed on the display unit,

wherein the specific number of subfields are aligned into a subfield sequence in order of displaying the image in the look-up table, the specific number of subfields are divided into a first subfield group, a second subfield group and a third subfield group, subfields of the first subfield group have first different display periods, subfields of the second subfield group have a constant second display period longer than the first display periods, subfields of the third subfield group have a constant third display period, the subfields of the first subfield group being dispersed into the second and third subfield groups, the subfields of the second subfield group and the subfields of the first subfield group dispersed into the second subfield group consisting of a former half of the subfield sequence in order of displaying the image, the subfields of the third subfield group consisting of a latter half of the subfield sequence in order of displaying the image, a total of the display periods in the former half of the subfield sequence and a total of the

 display periods in the latter half of the subfield sequence being almost equal to each other

wherein the data are arranged in the look-up table such that specific number of subfields are divided into a first subfield group, a second subfield group and a third subfield group, the second and third subfield groups being aligned in an image-displaying order, the second subfield group preceding the third subfield group in the image-displaying order.

second subfields of the second subfield group are aligned from a first subfield to an N-th subfield in the image-displaying order. N being a positive integer of two or larger but smaller than the specific number, display periods of the second subfields of the second subfield group being constant over the second subfields.

third subfields of the third subfield group are aligned from a first subfield to an M-th subfield in the image-displaying order. M being a positive integer of two or larger but smaller than the specific number, display periods of the third subfields being constant over the third subfields.

first subfields of the first subfield group are dispersed into the second and third subfield groups and display periods of all of the first subfields are shorter than the display periods of the second and third subfields of the second and third subfield groups, respectively.

the first subfield of the second subfield group is located at the top of all of the subfields in the first, second and third subfield groups whereas the M-th subfield of the third subfield group is located at the last of all of the subfields in the first, second, and third subfield groups,

when all of the subfields in the first, second, and third subfield groups are divided into a former group including the second subfield group and a latter group including the third subfield group in the image-displaying order, a total of the display periods in the former group and a total of the display periods in the latter group are almost equal to each other,

through the gradation levels, a specific one subfield to be turned on in the second subfield group is shifted by one subfield in the image-displaying order and at least one of the first subfields of the first subfield group is turned on when the

 specific one subfield of the second subfield group is shifted, per gradation-level change,

through the gradation levels, a specific one subfield to be turned on in the third subfield group is shifted by one subfield in the image-displaying order and at least one of the first subfields of the first subfield group is turned on when the specific one subfield of the third subfield group is shifted, per gradation-level change, and

wherein when the first subfield located at the top of all of the subfields in the first, second and third subfield groups is turned from off to on at a certain gradation level, the first subfield thus turned on is kept on at gradation levels higher than the certain gradation level or when the M-th subfield located at the last of all of the subfields in the first, second and third subfield groups is turned from off to on at a certain gradation level, the M-th subfield thus turned on is kept on at gradation levels higher than the certain gradation level.

- 1 17. (Canceled)
- 1 18. (Canceled)